

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period May 23, 2007 to May 22, 2008.

1) Employment Unit: LIN Television – Grand Rapids

2) Unit Members (Stations and Communities of License): WOOD, Grand Rapids, Kalamazoo, Battle Creek
WOTV, Grand Rapids, Kalamazoo, Battle Creek
WXSP, Grand Rapids, Kalamazoo, Battle Creek
WOBC, Grand Rapids, Kalamazoo, Battle Creek
WOGC, Grand Rapids, Kalamazoo, Battle Creek
WOHO, Grand Rapids, Kalamazoo, Battle Creek
WOKZ, Grand Rapids, Kalamazoo, Battle Creek
WOLP, Grand Rapids, Kalamazoo, Battle Creek
WOMS, Grand Rapids, Kalamazoo, Battle Creek

3) EEO Contact Information for Unit Member:

Mailing Address: 120 College Ave SE Grand Rapids, MI 49503	Telephone Number: (616)771-9607
	Contact Person: Julie Pierce
	E-mail Address: Julie.pierce@woodtv.com

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.

Job Title	Recruitment Source Referring Hiree
1. <u>Internet Account Executive</u>	<u>Employee Referral</u>
2. <u>Producer</u>	<u>TV Jobs / Former Candidate</u>
3. <u>Web Sales Content Producer</u>	<u>Former Intern / Employee Referral</u>
4. <u>Photojournalist</u>	<u>Internal Posting</u>
5. <u>National Sales Assistant</u>	<u>Employee Referral</u>
6. <u>Technical Director</u>	<u>Employee Referral</u>
7. <u>Promotions Writer/Producer/Editor</u>	<u>woodtv.com</u>
8. <u>Producer</u>	<u>woodtv.com</u>
9. <u>Master Control Operator</u>	<u>Internal Posting</u>
10. <u>Broadcast Maintenance Tech</u>	<u>woodtv.com</u>
11. <u>Broadcast Maintenance Tech</u>	<u>woodtv.com</u>
12. <u>Graphic Artist</u>	<u>Internal Candidate</u>

Station WOOD, WOTV and WXSP are Equal Opportunity Employers.

4) Full-Time Job Vacancies Filled by Each Station. (cont.)

Job Title	Recruitment Source Referring Hiree
13. <u>Production Assistant</u>	<u>Internal Candidate</u>
14. <u>Broadcast Maintenance Tech</u>	<u>woodtv.com</u>
15. <u>Broadcast Maintenance Tech</u>	<u>Michigan Association of Broadcasters</u>
16. <u>Promotions Writer/Producer/Editor</u>	<u>woodtv.com</u>
17. <u>Account Executive</u>	<u>Non-employee Referral</u>
18. <u>Account Executive</u>	<u>Internal Candidate</u>
19. <u>Producer</u>	<u>Michigan Association of Broadcasters</u>
20. <u>Reporter</u>	<u>RTNDA</u>
21. <u>Reporter</u>	<u>Michigan Association of Broadcasters</u>

5) Recruitment Source List

Name of Organization Notified of Job Vacancy:	Contact Person	Address and Phone Number:	# of Interviewees Referred by This Source	Did Source Request Notification? (Yes or No)	Full Time Positions for Which This Source Was Utilized
Aharon DeMaeyer	Aharon DeMaeyer	ah_dem15@yahoo.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Aquinas College	Loretta Simpson	Aquinas Center 1607 Robinson Road Grand Rapids, MI 49506 616.632.8900			
Asian American Journalists Association	Albert Lee	Job Placement Office 1182 Market Street Suite 320 San Francisco, CA 94102 415.346.2051			20, 21
AWRT	Careers	8405 Greensboro Dr. Suite 800 McLean, VA 22102 703.506.3290			2, 3
Broadcast Compliance Service (This company widely disseminates job openings to over 200 potential regional or national sources.)	Chip Weinman	106 Old Court Road Suite 300 Baltimore, MD 21208 866.227.4336			1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Breton Health Center	Kimberly Martin	1925 Breton SE Grand Rapids, MI 49503 616.252.4100 Kimberly.martin@metrogr.org		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Broadcast & Cinematic Arts Central Michigan University	Dr. Peter Orlik	340 Moore Hall Central Michigan University Mt. Pleasant, MI 48859 Mcdonljk@cmich.edu		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Broadcast Engineering	Susan Schaefer	9800 Metcalf Overland Park, KS 66212 484.478.0154			10
Career Builder	Ty Young	8420 BrynMawr Suite 1000 Chicago, IL 60631 773.527.5756			2, 3, 4, 7
Career Matrix	Tim Colthorp	1514 Weathy Street SE Suite 258 Grand Rapids, MI 49506 616.241.1638			1
Collective Talent	Michael Bille	1721 Richardson Place Tampa, FL 33606 813.854.9695 info@michaelsmedia.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Come As You Are Church	Pastor Steve Bensinger	2815 Gull Road Kalamazoo, MI 49048 269.998.7738 pastorfreak@chartermi.net		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Craig's List	NA	www.craigslist.com			7

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Deliverance Outreach Ministry	Career Services	1142 Broadway NW Grand Rapids, MI 49504		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Employee Referral	NA		17		
ERecruiting	Experience	One Faleuil Hall Marketplace 3 rd Floor Boston, MA 02109 800.583.7741			3
Ferris State University	Barbara Renne	barbararenne@ferris.edu		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Grand Rapids Community College	Chris Allen	Career Services 143 Bostwick Ave NE 404 College Plaza Bldg. Grand Rapids, MI 49503 616.234.4170			
Grand Rapids First Church	Georgia Johnson	busybees@sbcglobal.net		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Grand Rapids Press	Adrianne Wolf	155 Michigan NW Grand Rapids, MI 49503 616.222.5689	4		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Great Lakes Broadcasting Conference Job Fair	NA		2		
Holland Sentinel	Judy Kievit	Classifieds 54 West 8 th Street Holland, MI 49426 800.546.4204			2, 3, 4, 16
Hope College	Sara DeVries	devriess@hope.edu		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Internal Posting	NA		21		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Jenni Wright	Jenni Wright	miskamu@yahoo.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Journalism Jobs	Careers	ads@journalismjobs.com			2, 4, 19, 20, 21
Kalamazoo Gazette	Bev Kison	401 S. Burdick Kalamazoo, MI 49007 616.388.8404			1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Lansing State Journal	Kelly Page	120 E Lenawee Street Lansing, MI 48919 517.3773.1141			7

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LIN Television Corp.	Lisa Sousa	One Richmond Square Suite 230E Providence, RI 02906 404.454.2880			2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
LIN Television Website	Lisa Sousa	One Richmond Square Suite 230E Providence, RI 02906 404.454.2880			1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Lost Remote	Cory Bergman	jobs@lostremote.com			2, 3, 6, 20, 21
Mlive	Careers	339 E Liberty Street Suite 210 Ann Arbor, MI 48104 734.997.7090			1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Medialine	Careers	PO Box 51909 Pacific Grove, CA 93950 800.237.8073 medialine@medialine.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Michigan Association of Broadcasters	Careers	819 N. Washington Lansing, MI 48906 800.968.7622	8		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Michigan Talent Bank	Careers				1, 10
Michigan State University	Paul Jaques	jaques@csp.msu.edu		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Monster.com	Careers	www.monster.com	4		3, 10
NABJ	Warren Paul	8701 A Adelphi Road Adelphi, MD 20783 301.445.7100			20, 21
NAHJ	Careers	1000 National Press Building 529 14th Street Washington DC 20045 202.662.7145			2, 4, 20, 21
NASBA	Careers	Careerpage.org			1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
National Association of Broadcasters	Karen Hunter	1771 N Street NW Washington DC 20036 202.429.5300	1		2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
National Academy of TV Arts and Sciences/MI	Michelle DeSouza	MI Chapter NTA P O Box 251937 W. Bloomfield, MI 48035 248.592.0086		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
National Press Photographers Association	Billy Suratt	3200 Croasdaile Dr. Suite 306 Dirham, NC 27705 919.383.7246			4

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New Life Christian Center of Muskegon	Pastor Joe Lane	1624 Hoyt Street Muskegon, MI 49442 231.726.3019 lanejoel@yahoo.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Non-Employee Referral	NA		4		
Olivet College	Jane Rhodes	320 South Main Street Olivet, MI 49076 269.749.6609 jrhodes@olivetcollege.edu		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Restorers Inc.	Georgia Johnson	1413 Madison SE Grand Rapids, MI 49507		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
RTNDA	Careers	1000 Connecticut NW Washington DC 20036 202.659.6510	1		2, 19, 20, 21
The Society of Broadcast Engineers (SBE)	Careers	www.sbe.org/jobs	1		10
Specs Howard School of Broadcast Arts	Kevin Seguin-Collin	19900 West Nine Mile Rd Southfield, MI 48075 248.359.9000		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Spots n' Dots	Dai Korba	Sell TV 360 Park Ave. South New York, NY 10010 602.729.7331	1		1
Television Bureau of Advertising	Hope Etheridge	3 East 54 th Street New York, NY 10022 212.486.1111			1
TV and Radio Jobs	Michael Madden	27034 Helmond Dr. Calabasas, CA 91301 818.879.0858			20, 21
TVJobs	Mark Holloway	P O Box 4116 Oceanside, CA 92502 877.988.9808	4		1, 2, 3, 4, 6, 8, 10, 19, 20, 21
TV News Gigs	Stacey Chaloux	318 SE Jackson Street Lee's Summit, MI 64063 816.267.0316 info@tvnewsgis.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
TV Technology	Caroline Freeland	P O Box 1214 Falls Church, VA 22041 703.998.7600			10
WOOD TV On-Line	Dave DeJonge	120 College Ave SE Grand Rapids, MI 49503 616.456.8888	38		1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Yahoo Jobs	Careers	www.yahoojobs.com			16

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6) Total # of Interviewees Referred: For the period from May 23, 2007 to May 22, 2008 this Employment Unit interviewed 106 people for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Participated in four job fairs

The first was the West Michigan Careerfest 2007 at DeVos Place Convention Center on October 10, 2007. This is sponsored by Grand Valley State University. Participants included Eva Aguirre Cooper, Community Affairs Director, and Jamie Allen, Community Affairs Assistant, at least one of which has substantial responsibility in hiring decisions. This event is geared toward college students looking for entry level positions and returning non-traditional students.

The next was the MAB's Broadcasting Career Fair at this year's GLBC on March 11, 2008 at DeVos Place. Participants included Eva Aguirre Cooper, Community Affairs Director, Dave DeJonge, Internet Director and Kurtis Kaechele, Marketing Director, all of which have substantial responsibility in hiring decisions. This event is geared toward college students looking for entry level positions and specifically interested in broadcasting.

The next was the BCA Career Fair at Central Michigan University on March 29, 2008. Participants included Dan Boers, Director of News Operations and Andy Gillfillan, Assistant News Director, both of which have substantial responsibility in hiring decisions. This event is geared toward college students looking for entry level positions in broadcasting.

The final event is the 31st Annual High School Career Fair sponsored by the Career and Technical Education Department of the Muskegon Area Intermediate School District on April 17, 2008 at L.C. Walker Arena in Muskegon. Participants include Joy Wellington, Community Affairs Producer, Jennifer Moss, On-Air Talent and Eva Aguirre Cooper, Community Affairs Director, at least one of which has substantial responsibility in hiring decisions. This event is geared towards students in High School learning about various careers available to them. Our booth shared information about becoming a reporter or other area in broadcasting.

(b) Initiative: Establishment of an internship program

We have established an internship program to assist students in the community to acquire skills needed for broadcast employment. This filing period, June 2007 through May 2008, we had 34 interns representing 13 colleges or universities. The interns worked in various departments within the station, including, News, Sales, Community Affairs, Internet, Weather, Production and Marketing.

Schools represented were: Grand Valley State University, Cornerstone University, Westminster College, Central Michigan University, Calvin College, Aquinas College, Michigan State University, Ohio University, Grand Rapids Community College, University of Michigan, Andrews University, Western Michigan University and Columbia College – Chicago.

(c) Initiative: Scholarship Program

In 2007/2008, we established, through the Michigan Association of Broadcasters Foundation, a \$1,000 scholarship for a student pursuing a career in the broadcasting /journalism field. Several candidates provided essay applications for the scholarship. At the 2008 Great Lakes Broadcasting Conference and EXPO in Grand Rapids, Charles Breiner of Calvin College was awarded the WOOD TV Educational Scholarship.

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(d) Initiative: Establishment of training programs

We offer higher education to employees in their chosen field by attending classes at Aquinas College. Between June 2007 and May 2008 we had six employees take advantage of this educational opportunity.

(e) Initiative: Participated in four events sponsored by organizations representing groups in the community interested in broadcasting

As a station we participated in career days, mentoring workshops, career fairs and journalism workshops in our community. Some examples follow:

On March 6, 2008, we participated in the Junior Achievement Job Shadow Program. This program allowed us to host approximately 25 students from Forest Hills Easter High School for a ½ day of job shadowing. The students, juniors and seniors, were from a broadcasting class and were actively considering careers in television broadcasting. Julie Pierce, Executive Assistant, coordinated the event allowing students to shadow eight station departments.

On September 22, 2007, Suzanne Geha, 24 Hour News 8 Anchor, participated in the Emmy Workshops in Grand Rapids, MI. Students were invited to attend a session on Professional Development Planning. Suzi led the discussion on Broadcast Career development.

On November 1, 2007, Maranda, WOTV Talent, spoke at the Ottawa County Girls Dream Fair. Maranda shared her career path including education, job experiences and best advice for getting into the broadcasting business.

Bill Steffen, Meteorologist, spoke to members of the Holland Chamber of Commerce and the Downtown Development Authority on April 15, 2008. Bill spoke regarding weather and what it is like to work in the broadcasting business.

(f) Initiative: Participation in four events or programs sponsored by educational institutions.

On October 23, 2007, Maranda, WOTV Talent, spoke at two sessions for the Cedar Springs High School Career Day. She covered education, entry level jobs and job variety in the broadcasting business.

Maranda, WOTV Talent, also spoke at the Rockford High School Journalism Class on November 12, 2007. The discussion was on careers in journalism, job responsibilities, changes in the broadcasting business, etc.

On November 29, 2007, Maranda, WOTV Talent, was a guest speaker for Cornerstone University's broadcasting class. She shared her personal career path and discussed required skills needed for careers in broadcasting. She also spoke about broadcasting trends and provided best advice for those pursuing a broadcasting career.

Eva Aguirre Cooper, Community Affairs Director, participated on a Career Panel at the Hispanic College Day at Kalamazoo Valley Community College on May 5, 2008. 11th and 12th grade students from the VanBuren Intermediate School District attended the event to learn more about optional careers. Eva represented the broadcasting industry.

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